



Fetzer Institute

POSITION ANNOUNCEMENT

Director of Communications

The Fetzer Institute seeks a director of communications to develop and implement a communications strategy that will advance the Institute's identity and broaden awareness of its programs and impact. As a member of the senior program leadership team, the director of communications will interact with all Institute staff and trustees and provide assistance to the vice president of programs and international affairs, president, and board of trustees to enable them to make major strategic program decisions and carry out the Institute's vision and mission. The director of communications will report to the vice president of programs and international affairs. This is a full-time, exempt position located in Kalamazoo, Michigan, USA.

Responsibilities:

- Develop, implement, and manage the communications strategy, including messaging, media relations, and content that inform audiences of the goals and results of the Institute's programs and events.
- Serve as a member of the senior program leadership team, working with other members to integrate all aspects of the Institute's programming, including the Fetzer Advisory Council structure and the Global Gathering, a major international symposium in Assisi, Italy in September 2012. Lead and coordinate a process for branding the Institute's mission and work under its new Fetzer Advisory Council structure. Collaborate with the director of programs and the director of international events to integrate the programmatic work of the Institute into the Global Gathering.
- Oversee development of all communications including website and new media, print publications, special reports, and internal communications. Coordinate website development activities and oversee the use of social media platforms to communicate the Institute's mission and work. Interface with all departments in matters of policies and procedures relating to external communications. Represent the Institute at meetings and conferences and with the general public as needed. Provide assistance in preparing for board meetings and developing effective communication with the board and external stakeholders regarding communications.
- Directly supervise communications staff and oversee consultants conducting work on communications-related projects. Ensure a work atmosphere that reflects the Institute's values and guiding principles. Assess performance, develop annual goals and objectives, and support professional and personal development plans for direct reports. Recommend staff salaries, promotions, or program staff changes annually or as appropriate. Meet regularly with communications and program staff to review and share ideas, working in a collaborative and integrated style.
- Collaborate with communications and program staff to offer and elicit innovative ideas for communicating the Institute's work and impact. Work with the staff to identify internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Manage communications-related budgets, including reviewing and approving all expense payments, timesheets, and travel, responding to requests for consultants and other expenses. Assist in the development of the annual communications budget process.
- Ensure appropriate management of program resources, project budgets, contracts, and overall fiscal management.

- Attend all meetings and events including full-staff development events to foster an understanding of, and commitment to, the mission and goals of the Institute, monthly Institute staff meetings, and board meetings. Serve on Institute teams and committees as appropriate.
- Complete other duties as assigned by the vice president of programs and international affairs or president.

Qualifications:

- Bachelor's degree in communications or a related discipline and ten years experience in related work or an equivalent combination of education and experience.
- Substantial experience and success in strategic communications planning, messaging, branding, media relations, social media, and website development in a mission-driven environment are important.
- Must possess conceptual, analytical, and critical thinking skills and be able to absorb the broader meaning and context of the Institute's work in relation to its mission and programming.
- Ability to: work effectively in an organization that places a high value on relationships; develop staff members to be effective and accountable; care for people without compromising organizational or professional standards; synthesize ideas from many fields; develop and collaborate with a network of professionals in fields relevant to the Institute's work; expand outside of current field(s) of expertise; and have an openness to shared leadership and an orientation to listening, learning, and collaboration.
- A healthy sense of humor, respect for diversity, and ease in the presence of extraordinary resources and the wisdom to use them efficiently and prudently in achieving Institute goals are also important.
- Ability to relate well to a deeply engaged board, to serve as the public face of the Institute, and to communicate and translate program ideas and concepts to the general public is essential.
- A relationship-centered, trustworthy, receptive, and flexible demeanor in interactions with our partners, colleagues, and program participants.
- Understanding of, and commitment to, the mission and goals of the Institute.

Compensation and Benefits

Salary is competitive and commensurate with experience.

To Apply

The Fetzer Institute has engaged Koya Leadership Partners to help in this hire. Please send a compelling cover letter and resume to Katie Bouton at executivesearch@koyapartners.com.

The Fetzer Institute is an equal opportunity employer and strongly encourages applications from people of color, persons with disabilities, women, and LGBT applicants.

About the Fetzer Institute

The Fetzer Institute is a nonprofit, private operating foundation based in Kalamazoo, Michigan. Established by broadcast pioneer John E. Fetzer (1901-1991), the Institute uses its philanthropic resources to create programs that foster awareness of the power that love and forgiveness can have in our world. With an endowment of \$420 million, the Institute dedicates approximately \$20 million annually toward its programming efforts. For more information about the Fetzer Institute, visit www.fetzer.org.

About Koya Leadership Partners

Koya Leadership Partners is a national retained search and consulting firm that works exclusively with nonprofits and social enterprises. They deliver measurable results, finding exceptionally talented people who truly fit the unique culture of client organizations. For more information about Koya Leadership Partners, visit www.koyapartners.com.

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